

2012-10

Can Sustainable Tourism Indicators Assist in the management of Sacred Sites

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SUSTAINABLE RELIGIOUS TOURISM

Commandments, Obstacles & Challenges

26th -28th October 2012
Lecce-Tricase (Lecce), Italy

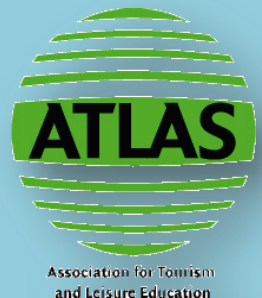
"Can Sustainable Tourism Indicators Assist in the management of Sacred Sites"

Dr. Kevin Griffin

Lecturer in Tourism, Dublin Institute of Technology

&

Chair ATLAS Religious Tourism and Pilgrimage Special Interest Group



Structure of Presentation

- A) Pilgrimage, Religion and Tourism – Who is doing what ?
- B) What do we mean by Sustainability?
- C) Applying Broad Categories of Indicators to Religious Tourism
 - Overview of Pilgrims to Dublin IEC2012
- D) Conclusion - Are papers in Lecce 2012 considering a broad conceptualisation of Sustainability?

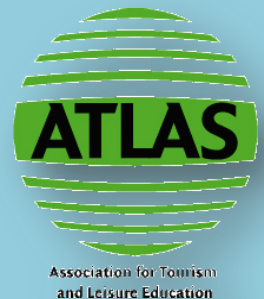


SUSTAINABLE RELIGIOUS TOURISM

Commandments, Obstacles & Challenges

26th -28th October 2012
Lecce-Tricase (Lecce), Italy

A) Who is Doing What?



The Web

Google Insights (pilgrimage)

Search terms ?

Pilgrimage

+ Add term

► Other comparisons

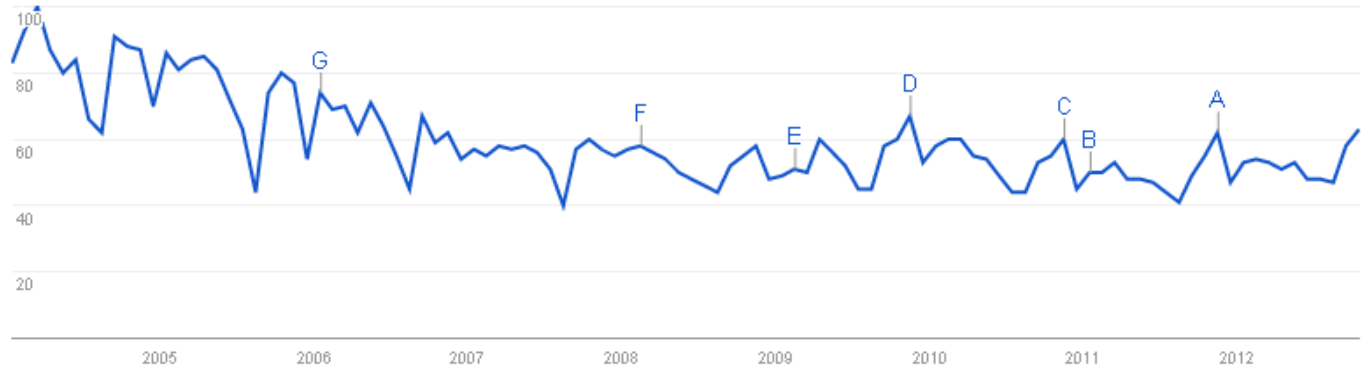
Limit to

Web Search ►

Worldwide ►

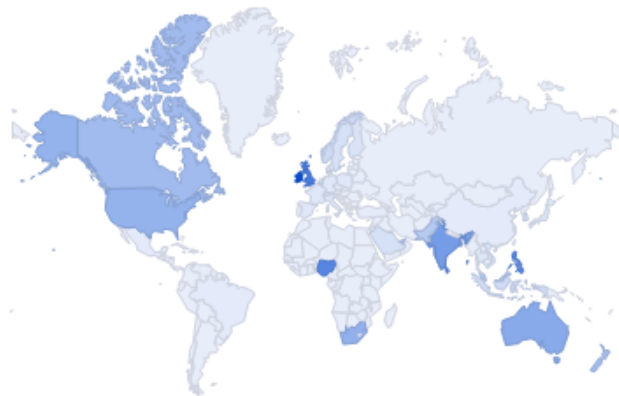
2004 - present ►

All Categories ►



Embed

Regional interest ?



0 100

► View change over time ?

Region | Town/City

Related terms ?

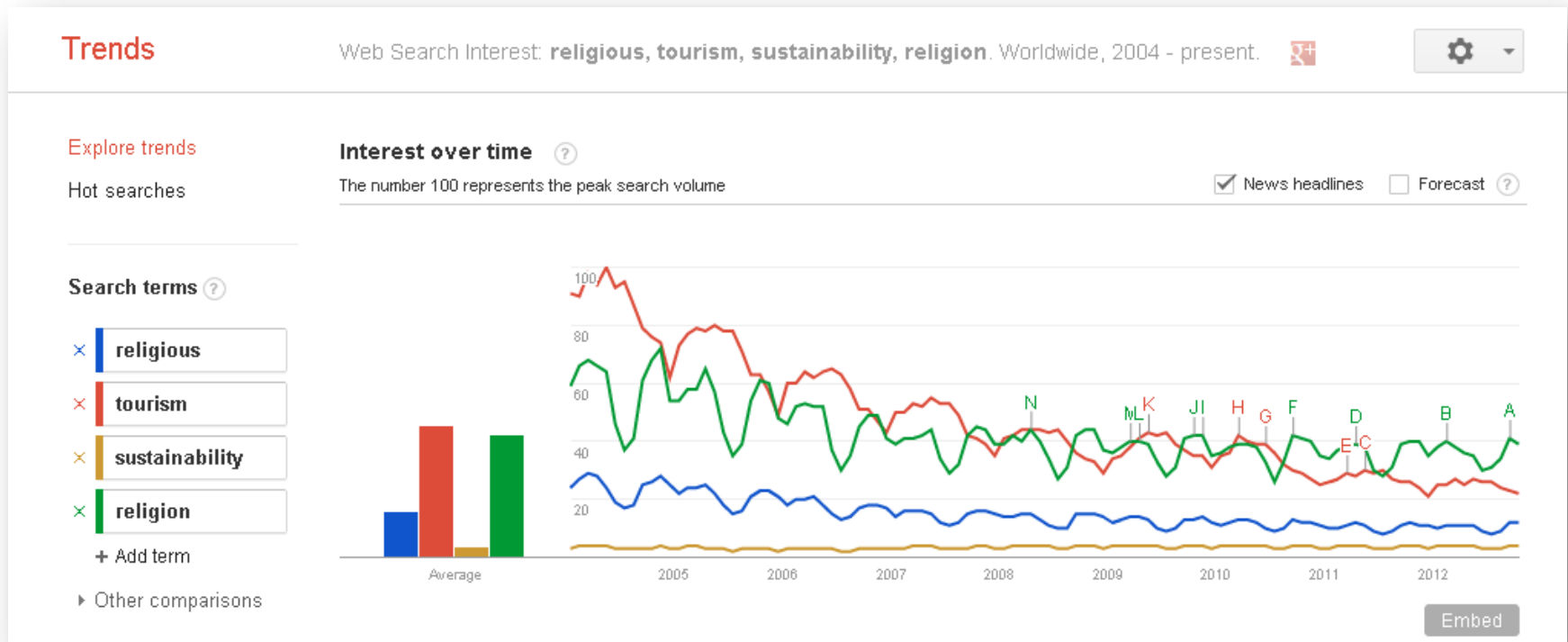
Top

Rising

| | | |
|---------------------|-----|-------------|
| the pilgrimage | 100 | <div></div> |
| a pilgrimage | 45 | <div></div> |
| pilgrimage mecca | 30 | <div></div> |
| mecca | 30 | <div></div> |
| pilgrimage santiago | 20 | <div></div> |
| lourdes pilgrimage | 20 | <div></div> |
| pilgrimage to mecca | 20 | <div></div> |
| what is pilgrimage | 20 | <div></div> |
| hajj | 15 | <div></div> |
| hajj pilgrimage | 15 | <div></div> |

Embed

Google Insights (Web Searches)

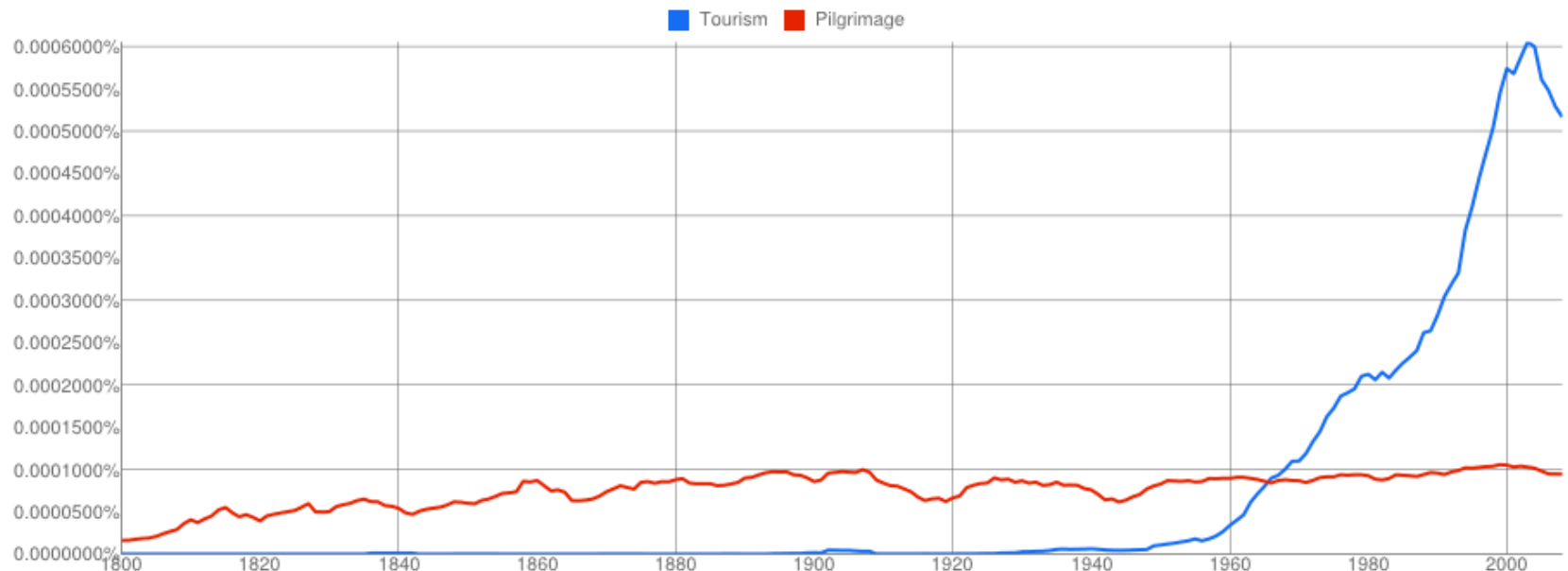


<http://www.google.ie/trends/explore>

ngram – Google Books

(Tourism & Pilgrimage)

Graph these **case-sensitive** comma-separated phrases:
between and from the corpus with smoothing of .



Search in Google Books:

ngram – Google Books

(Tourism & Pilgrimage & Sustainability)

Google books Ngram Viewer

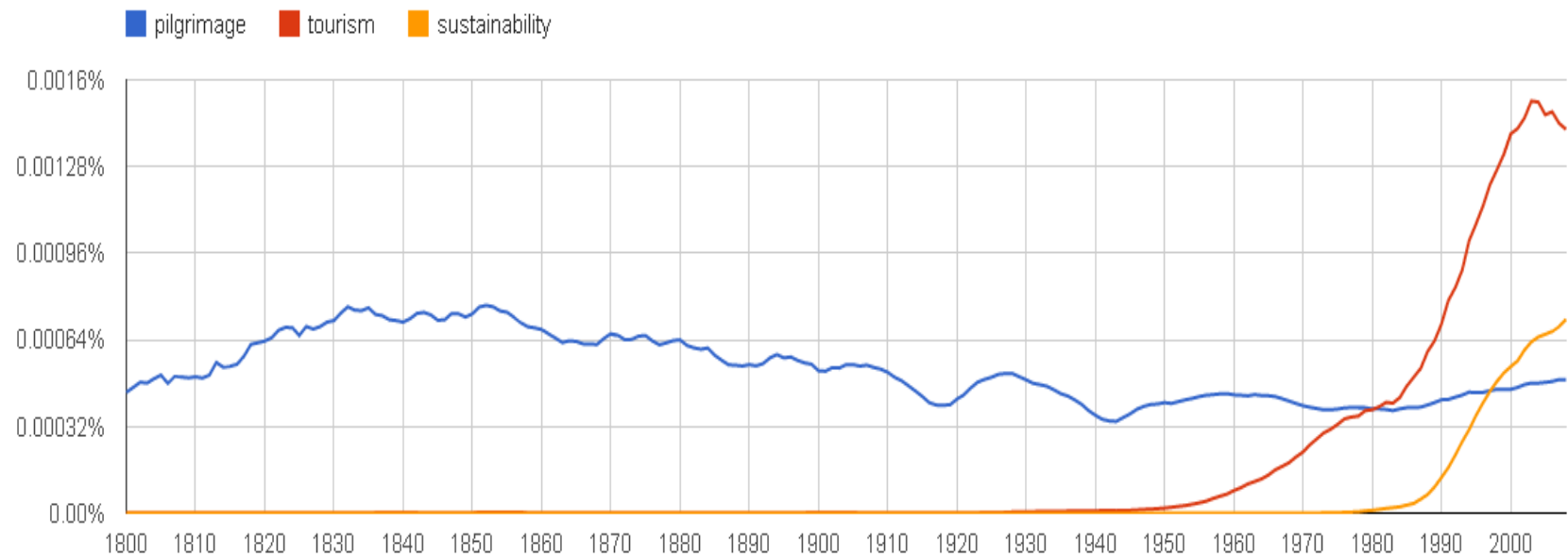
Graph these **case-sensitive** comma-separated phrases:

between and from the corpus with smoothing of .

[Search lots of books](#)

[G+ Share](#)

[Tweet](#)



Academic Conferences

Conferences



New Dawn in the Church



Setting the Agenda for Special Interest Tourism:
Past, Present and Future

Conference

Location

Forum

Special Sessions

[Sign Up/Log In](#)

The Future of Religious Tourism, Pilgrimage & Spiritual Journeys

Special Session at the International Conference on Tourism (ICOT 2012)

Conference at the University Of Salento
THE SECOND INTERNATIONAL CONFERENCE



SUSTAINABLE RELIGIOUS TOURISM

Commandments, Obstacles & Challenges

LECCE – TRICASE
26th – 28th OCTOBER 2012
edited by Anna Trono

39 Chapters



Reflecting on Religious Tourism and Pilgrimage 2012

ATLAS SIG - 2012
Workshop – 18 Papers
Publication – 11 Chapters
Special Issue - 7 Articles

Kevin Griffin & Razaq Raj
ATLAS Religious Tourism and Pilgrimage
Special Interest Group

Pilgrimage and Sacred Places in Central and Eastern Europe:

Place, Politics and Religious Tourism

University of Zadar, 27-30 September 2012



P
I
L
G
R
I
M

43 Papers

Growth of Religious Tourism / Pilgrimage in Academia

What was a niche topic is now a “core” – or is it just trendy (some 2012 Conferences to illustrate):

23-26 May - *The Future of Religious Tourism, Pilgrimage & Spiritual Journeys* (ICOT, [Crete](#))

7-9 June - “*Not Losing the ‘Pilgrimage’ in the Pilgrimage Tourism Experience*” (ATLAS, [Maynooth](#))

10-12 Sept - “*Women, Authority & Leadership in Christianity & Islam*” ([Roehampton](#))

27-30 Sept - *Pilgrimage & Sacred Places in Central & Eastern Europe: Place, Politics & Religious Tourism* ([Croatia](#))

26-28 Oct - *Sustainable Religious Tourism* ([Lecce](#))

Broader Academic Analysis

Ask
Réne

| Inbox | | | | |
|-------|------------------------|--------------------------------------|----------------------|-------|
| | From | Subject | Received | Size |
| ✉ | Mr René BARETJE-KELLER | NUTRITION/FOOD AND BEVERAGE/RELIGION | Fri 26/08/2011 15:28 | 15 KB |
| ✉ | Mr René BARETJE-KELLER | Luxury tourism | Thu 25/08/2011 15:24 | 15 KB |
| ✉ | Mr René BARETJE-KELLER | ETHICS | Thu 25/08/2011 13:40 | 15 KB |
| ✉ | Mr René BARETJE-KELLER | GLOBALIZATION | Mon 22/08/2011 17:00 | 15 KB |
| ✉ | Mr René BARETJE-KELLER | CIRET | Thu 18/08/2011 09:29 | 17 KB |
| ✉ | Mr René BARETJE-KELLER | RELIGION/IDENTITY | Thu 18/08/2011 08:45 | 15 KB |
| ✉ | Mr René BARETJE-KELLER | PILGRIMAGE/SPIRITUALITY | Thu 18/08/2011 08:31 | 15 KB |
| ✉ | Mr René BARETJE-KELLER | CONGRESS/EXHIBITION-FAIR-SHOW | Fri 12/08/2011 16:09 | 15 KB |
| ✉ | Mr René BARETJE-KELLER | INDICATOR/SUSTAINABLE TOURISM | Tue 09/08/2011 15:51 | 15 KB |

PILGRIMAGE/SPIRITUALITY - Message (HTML)

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward

From: owner-trinet-1@lists.hawaii.edu on behalf of Mr René BARETJE-KELLER [ciret@FREE.FR]
To: TRINET
Cc:
Subject: PILGRIMAGE/SPIRITUALITY

Sent: Thu 18/08/2011 08:31

Dear Trinetter,
I have sent to M.F. Affy the content analysis of :
- 531 documents on PILGRIMAGE
- 242 documents on SPIRITUALITY - all aspects, all subjects .
Are you interested by these informations ?
Just send me an email.
Best regards.

Mr René BARETJE-KELLER
President
Centre International de Recherches et d'Etudes Touristiques
Emeritus Member of the International Academy for the Study of Tourism
6 Avenue de Grassi
13100 AIX EN PROVENCE (FRANCE)
Tél : 00 (33) (0)4.42.96.99.35
Fax : 00 (33) (0)4.42.23.37.20
URL : <http://www.ciret-tourism.com>
e-mail : ciret@free.fr
e-mail : domicile/home rbaretje@free.fr

PILGRIMAGE/SPIRITUALITY

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Tél : 00 (33) (0)4.42.96.99.35
Fax : 00 (33) (0)4.42.23.37.20
URL : <http://www.ciret-tourism.com>

Analysis of 1300 Religious / Spiritual Tourism Documents

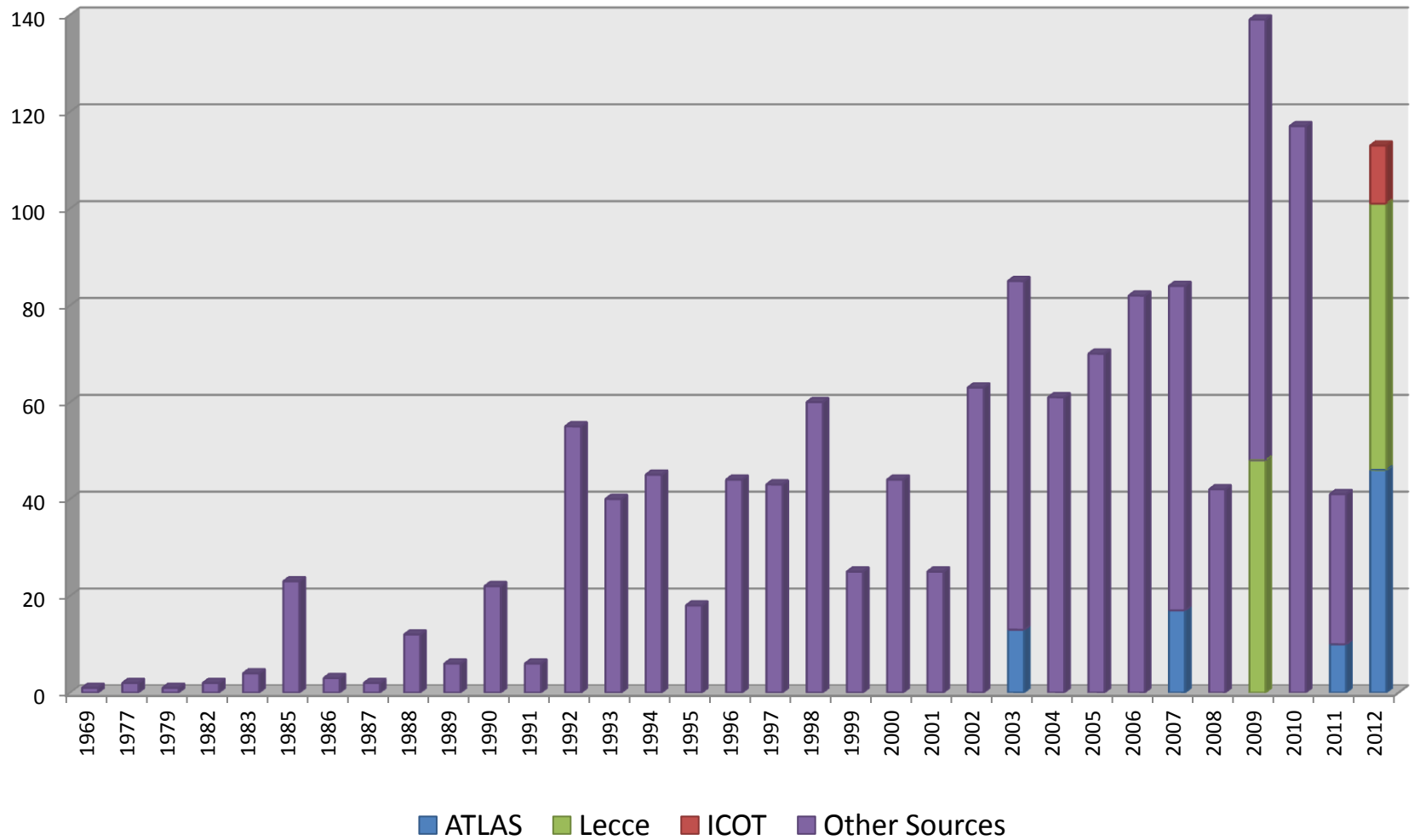
With thanks to Centre International
de Recherches et d'Etudes
Touristiques (International Center for
Research & Study on Tourism)

807 research centres / 110 countries / 4,972 individual
researchers specialized in tourism & travel (1,500 key-
words / 163,284 articles, documents, books)

[illegible]

- Have also Added:
 - Lecce I & Lecce II Papers
 - ICOT Papers
 - Various ATLAS Papers & Special Publications

Volume of Indexed Publications



Authors



abstract (12) age (12) american (13) arabia (12) associazioni (11) benefits (12) camino (11) challenges (12)
christian (22) compostela (13) contemporary (12) cultura (18) **cultural** (116)
culturel (11) **development** (46) dimension (11) ethic (14)
europe (14) events (13) **experience** (68) exploring (17) faith (12) **festival** (15)
france (13) **heritage** (58) holy (25) hospitality (23) **identity** (29)
impacts (12) implications (11) india (16) industry (14) **islamic** (21) issues (13) japan (12) **land** (25)
landscape (11) **leisure** (48) local (17) **management** (31) **marketing** (17)
modern (20) motivations (13) mountain (12) muslim (17) national (14) **nature** (19) organismi (11)
parrocchie (11) **pastorale** (28) patrimoine (16) **pelerinage** (17) pellegrinaggi (11)
perspective (26) **pilgrimage** (185) pilgrims (25)
play (11) recreation (14) religieux (24) **religion** (57) **religioso** (41)
religious (159) representations (11) research (13) resources (12) rinnovata (11)
role (21) **routes** (35) **sacred** (45) saint (13) **santiago** (26) saudi (11) search (11)
secular (11) **sites** (46) sociale (12) society (11) space (12) spirit (23) **spiritual** (47)
sport (15) **study** (76) **sustainable** (30) tour (12) **tourist** (69)
toward (14) tradition (17) **travel** (56) **turismo** (86) vacanze (13)
values (25) visiting (13) **visitor** (32) **voyage** (16) west (12) **wilderness** (19) women (12)
work (12) **world** (26)

Does this mean Sustainability is
Unimportant?

This conference





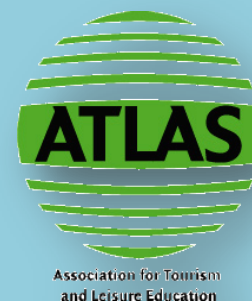
SUSTAINABLE RELIGIOUS TOURISM

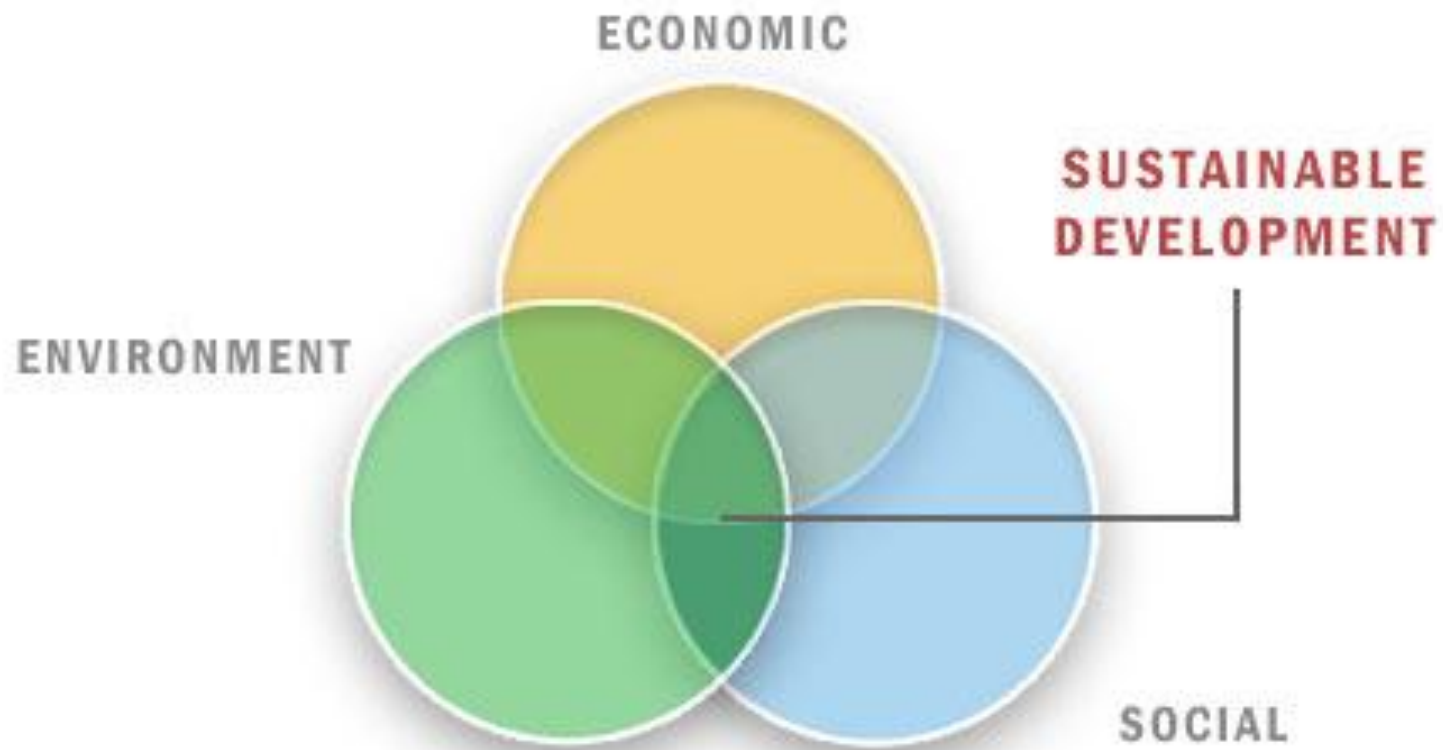
Commandments, Obstacles & Challenges

26th -28th October 2012

Lecce-Tricase (Lecce), Italy

B) What Do we Mean by Sustainability?



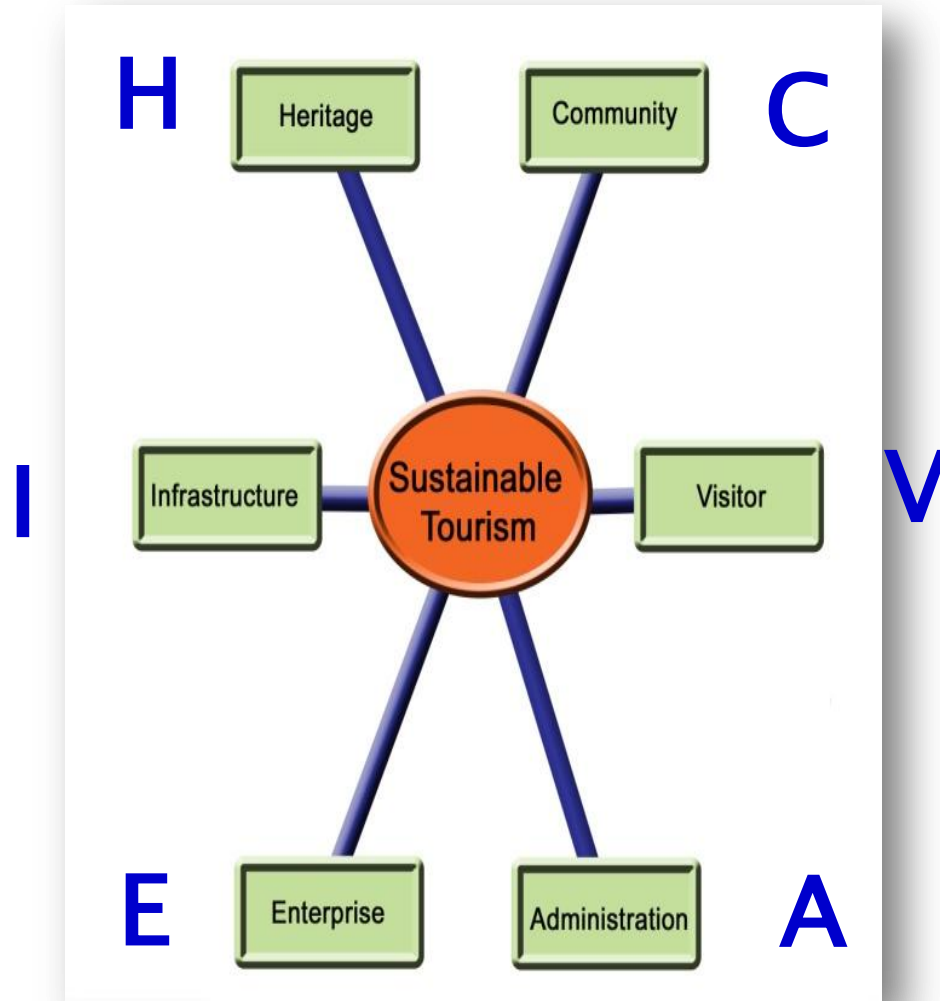


► OR

Dimensions of Sustainability

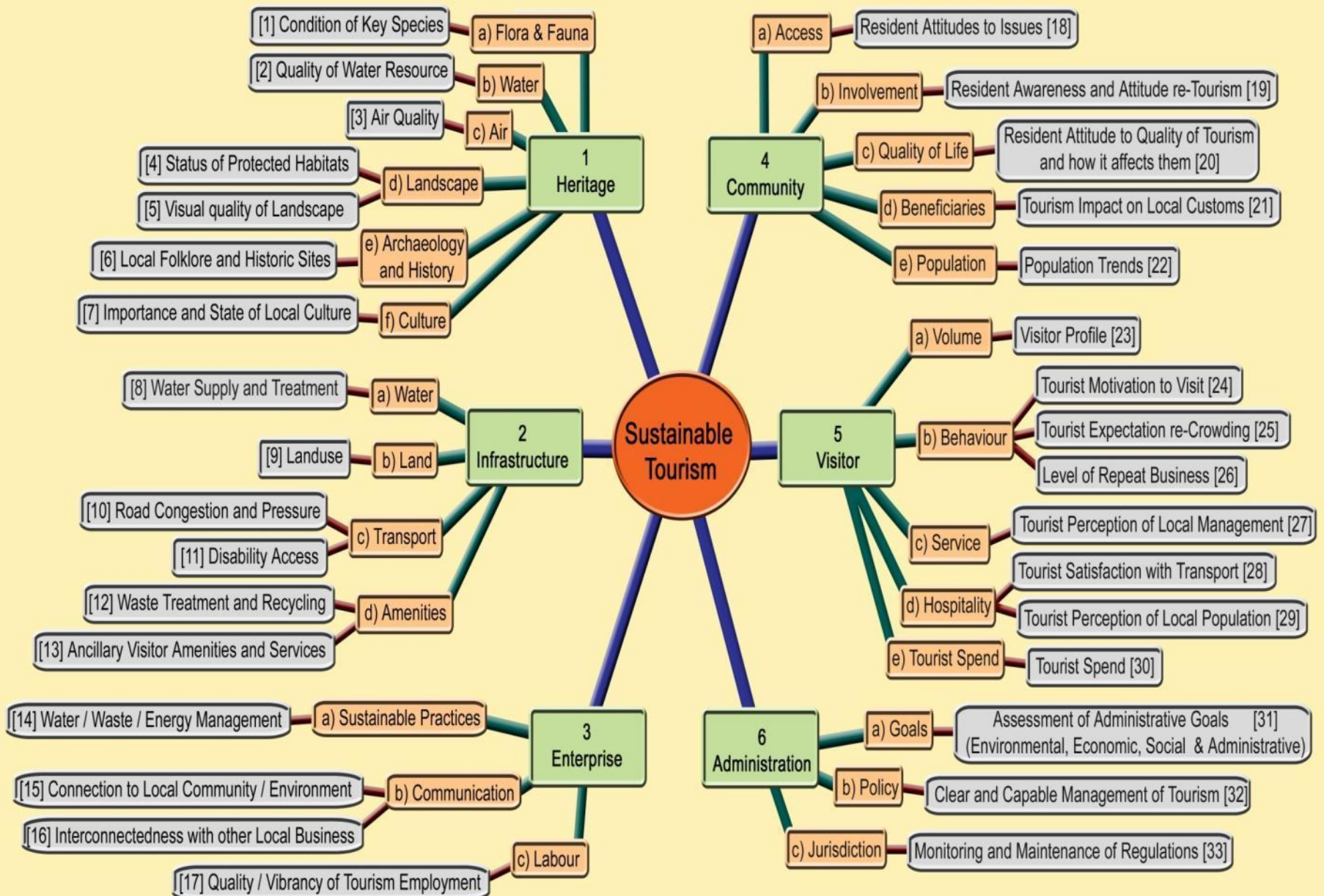
| Theme / Issue | Indicative subject Material |
|---|---|
| Triple Bottom Line | Combined economic / environmental / socio-cultural impacts // Philosophical analysis / examination of sustainability |
| Environmental Sustainability | Physical integrity (biodiversity / condition of wildlife) // Environmental Purity (water / air quality) // Status of protected habitats / protected buildings // Noise / visual impacts / landscapes // Global warming / CO ² footprint |
| Socio-Cultural Sustainability | Local folklore and historic sites // Importance and state of local culture (richness) // Tourism impact on local customs/communities |
| Economic Sustainability | Economic impact // Economic competitiveness / viability (leakages / sustainability) // Cost of living // Appropriate level of investment // Tourist spend // Quality / vibrancy of employment |
| Resource Management Issues | Carrying capacity / controlling intensity of usage // Resource (water) availability / supply / treatment // Landuse // Transport management / access transport / road congestion & pressure/transport policies // Efficiency of resource usage (water / energy / waste / recycling) // Management of ancillary visitor amenities and services // Maintenance of local distinctiveness / variety of experience |
| Sustainable Practices | Environmental management policies and use of best practices at tourism businesses // Adoption of sustainable practices // Sustainability awards and schemes // Eco-labelling |
| Social Responsibility | Social equity (gender equity) // Disability access // Workers rights/immigration // Sex Tourism / exploitation of young people |
| Community/Resident Impacts | Local prosperity // Population trends // Community / resident attitudes / satisfaction // Local Access to/use of assets // Community benefits / wellbeing |
| Tourism Businesses/ Destination | Tourism partnerships – networks, marketing, cooperation // Appropriate scale of enterprise // Maintaining image / identity // Participation of business in service quality / excellence schemes |
| Visitor Characteristics and Perceptions | Visitor profile / visitor payback // Visitor satisfaction / fulfilment // Tourist motivation to visit // Tourist expectation re-crowding // Level of repeat business // Tourist perception of local management // Tourist perception of local population // Tourist satisfaction with transport |
| Sustainable Management | Community involvement / awareness / control // Integrating tourism into local / regional planning // Assessment of administrative goals // Performance measurement // Clear and capable management of tourism / tourists // Monitoring and maintenance of regulations / performance / policies // Legislation |
| Health & Safety | Health // Diseases / epidemics etc // Tourist security // Local / public safety |

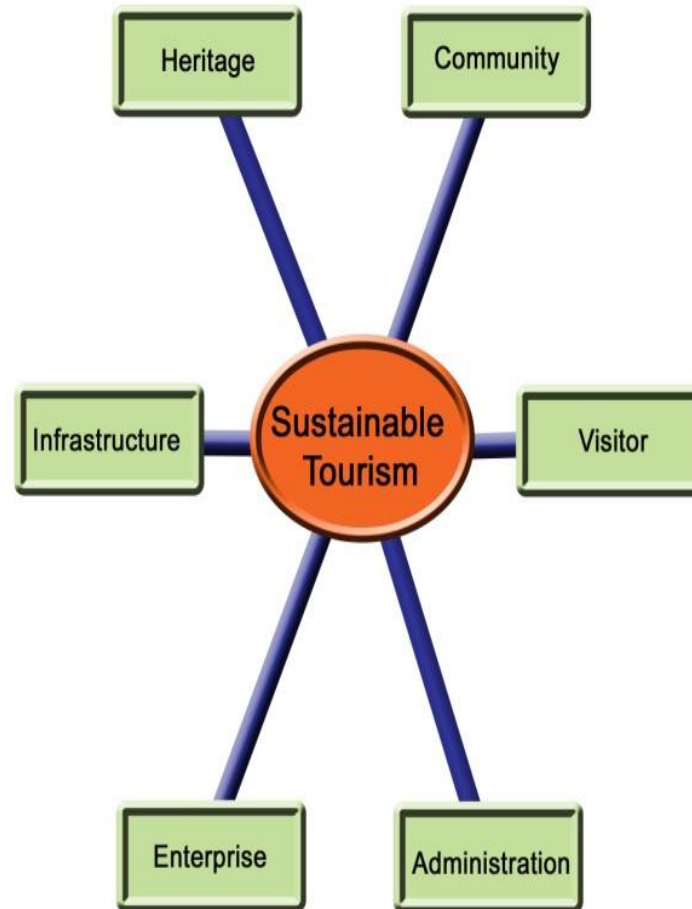
Key Fields of Interest (6)



DIT-**ACHIEV** Model

DIT-ACHIEV Model of Sustainable Tourism Management







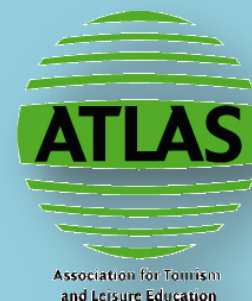
SUSTAINABLE RELIGIOUS TOURISM

Commandments, Obstacles & Challenges

26th -28th October 2012

Lecce-Tricase (Lecce), Italy

C) Applying Broad Categories of Indicators to Religious Tourism?



A = Administration

- Monopoly Control?
 - Lourdes
 - Mecca
- Pre-Made Organisational Structure
 - Worship Group
 - Orgs / Institutions etc..

Hierarchy / Tour Operator / Pilgrim mis-match

- Professionalism at Sites?
 - Customer Care
 - Management etc...



C = Community

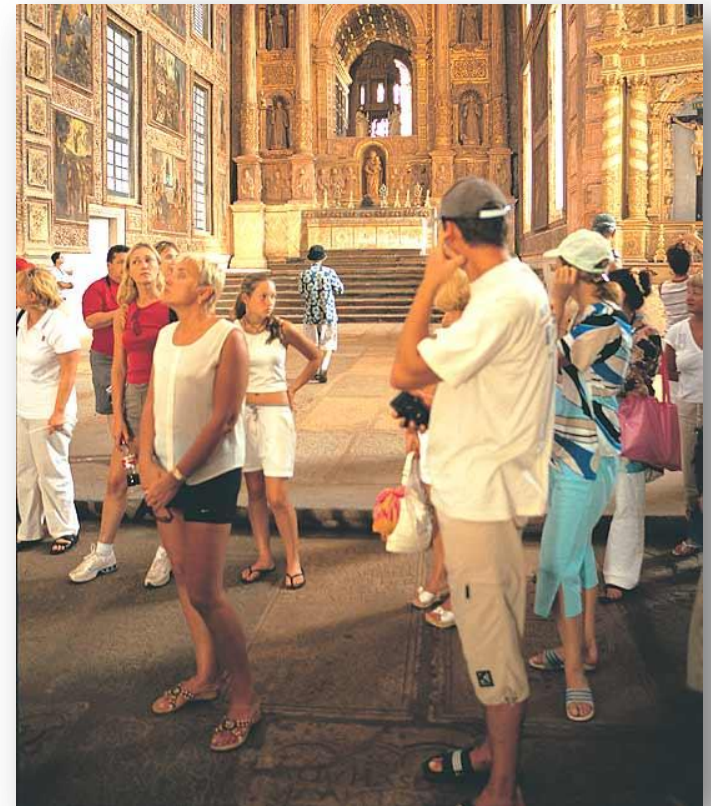
1932



1979



Tourism / Pilgrimage/ Place of Worship



H = Heritage

Environmental Risk



annual trek to a shrine in the Amarnath cave, 3,800 meters (12,800 feet) up in the Himalayas



800,000 visited Toronto 2002 WYD; 7,000 portable toilets. Companies emptied down sewer - but plastic bags & raincoats caused clogs and overflowed – flooded basements of buildings, causing [\\$ 15 million dollars of damage.](#)

Photos and videos of Sistine Chapel



Rate:  

The Sistine

THE TOMB OF ST. LUKE

To protect this ancient church from vandalism and the elements, TEF funded the construction of a new chain-link fence around the site in 2011. The fence will preserve the site until a future consolidation, conservation and partial restoration can commence. The project was done in cooperation with the Austrian non-profit entity Gesellschaft der Freunde von Ephesos, or The Association of the Friends of Ephesus, and the Austrian Archaeological Institute of Vienna.



Challenges?



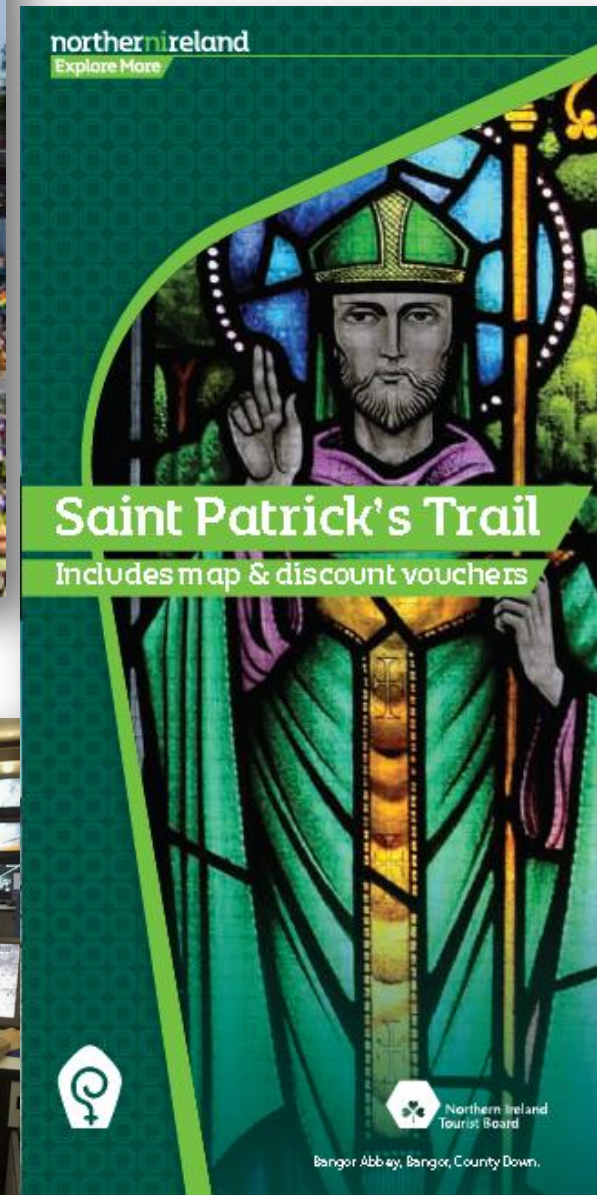
*Saint Peter Enthroned, St. Peter's, Rome
Saint Peter's foot is worn away by the devout touches of millions of pilgrims.*

Management Plans - Skelligs / Clonmacnoise



I = Infrastructure

IEC2012



CCTV network to oversee Hajj security

Floods in Lourdes (2012)



Volume of Pilgrims to
the Ganges

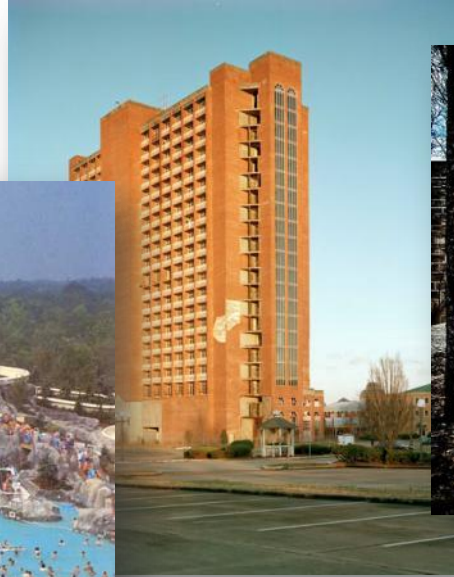
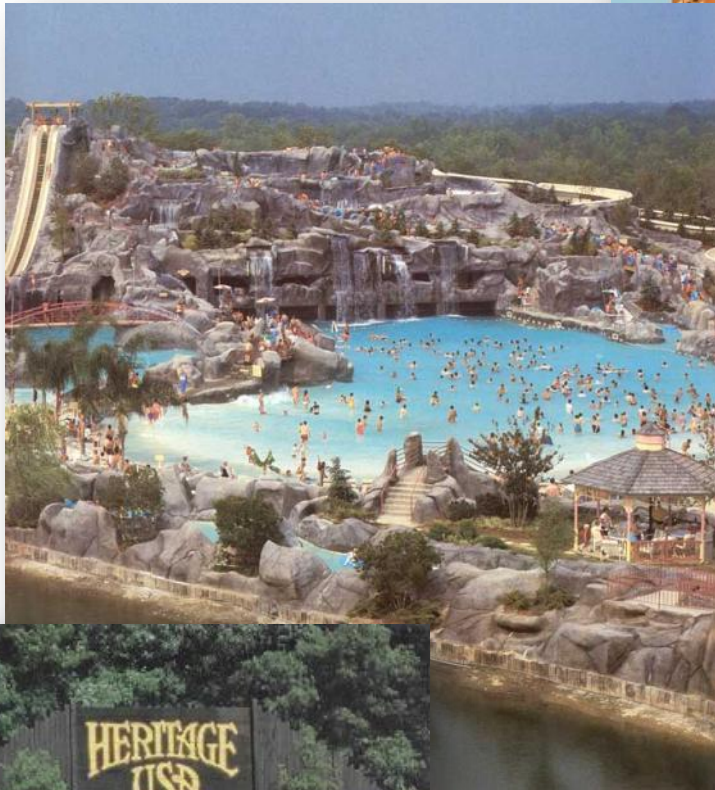


E = Enterprise





Failed products



Heritage USA, Fort Mill, South Carolina
Once a thriving Christian-themed amusement park owned by televangelists Jim Bakker
Was 3rd most popular tourist destination in US after Disneyworld and Disneyland - c. 6m visitors.

Employed close to 3000 people, over 2000 acres included hotels, shops, restaurants & water park etc.



V = Visitor



WYD Madrid



WYD Sydney



HAJJ

If time allows – Cameo insert

Brief overview of Pilgrims to Dublin IEC2012

In the Roman Catholic church, a Eucharistic Congress is a gathering of clergy, religious, and laity to bear witness to Roman Catholic doctrine.

With thanks to:

Anne Griffin
General Manager
IEC2012 Dublin



Length of Stay

| | Canada | Ireland | Other Overseas | United Kingdom | United States | |
|--------------------------|--------|---------|----------------|----------------|---------------|-------|
| None (I am from Ireland) | 1 | 694 | 9 | 11 | 1 | 716 |
| | 1.0% | 91.3% | 8.8% | 13.1% | 1.6% | 64.9% |
| 4-7 nights | 9 | 23 | 25 | 38 | 13 | 108 |
| | 9.3% | 3.0% | 24.5% | 45.2% | 21.3% | 9.8% |
| 8-14 nights | 74 | 6 | 53 | 21 | 29 | 183 |
| | 76.3% | .8% | 52.0% | 25.0% | 47.5% | 16.6% |
| More than 15 nights | 13 | 4 | 8 | 2 | 13 | 40 |
| | 13.4% | .5% | 7.8% | 2.4% | 21.3% | 3.6% |
| TOTAL | 97 | 760 | 102 | 84 | 61 | 1104 |

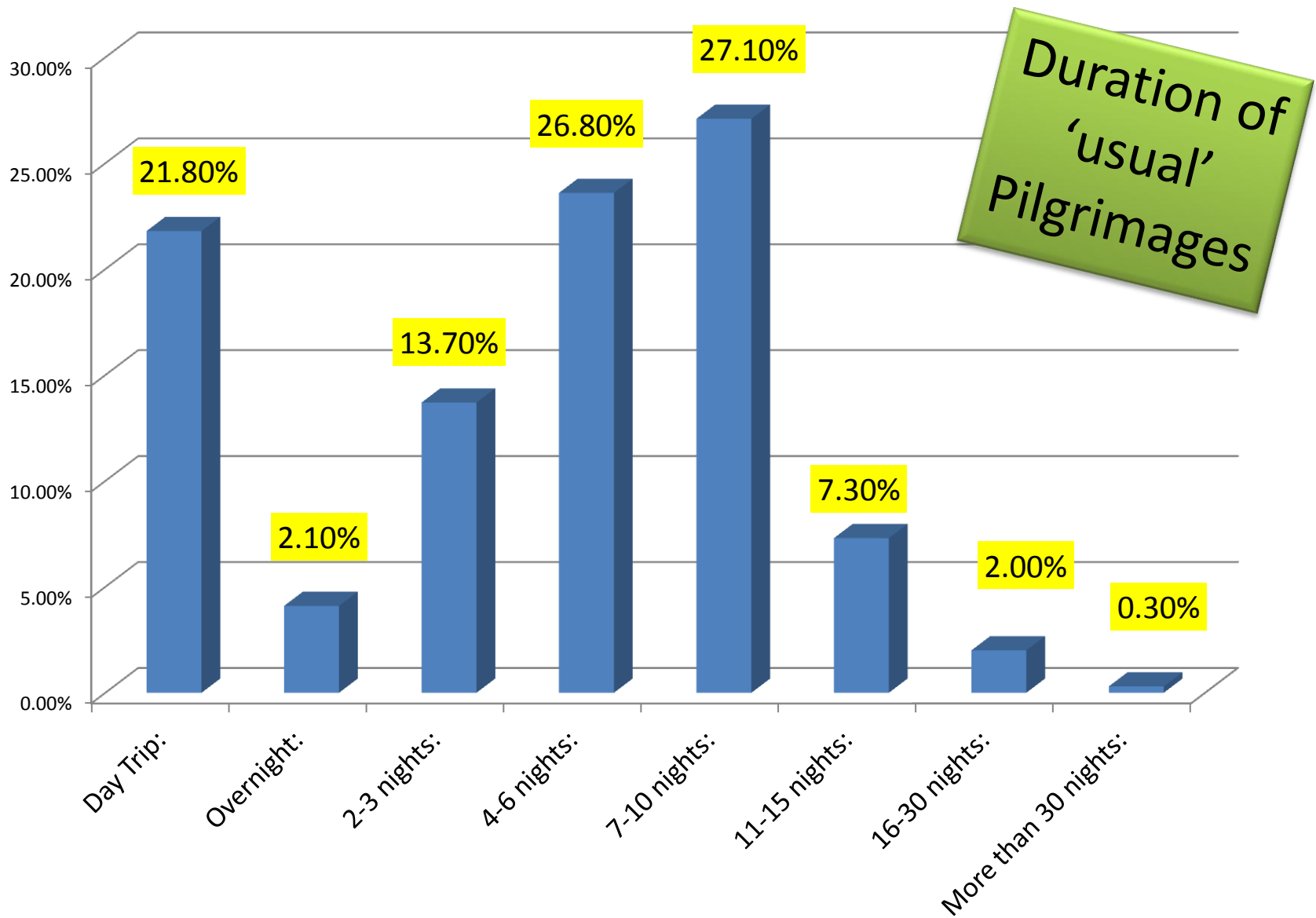
Canadians spent c.€1700
each in Ireland

Salary

| | Canada | Ireland | Other Overseas | United Kingdom | United States | Total |
|-----------------|--------|---------|----------------|----------------|---------------|-------|
| €20,000 or less | 9 | 77 | 22 | 23 | 5 | 136 |
| | 13.8% | 13.4% | 30.1% | 42.6% | 11.6% | 16.8% |
| €20,001-€30,000 | 14 | 102 | 11 | 14 | 9 | 150 |
| | 21.5% | 17.8% | 15.1% | 25.9% | 20.9% | 18.5% |
| €30,001-€40,000 | 6 | 93 | 11 | 6 | 9 | 125 |
| | 9.2% | 16.2% | 15.1% | 11.1% | 20.9% | 15.5% |
| €40,001-€50,000 | 10 | 65 | 9 | 2 | 5 | 91 |
| | 15.4% | 11.3% | 12.3% | 3.7% | 11.6% | 11.2% |
| €50,001-€60,000 | 7 | 59 | 4 | 2 | 3 | 75 |
| | 10.8% | 10.3% | 5.5% | 3.7% | 7.0% | 9.3% |
| €60,001-€70,000 | 4 | 47 | 1 | 0 | 2 | 54 |
| | 6.2% | 8.2% | 1.4% | 0.0% | 4.7% | 6.7% |
| €70,000 + | 15 | 95 | 5 | 3 | 7 | 125 |
| | 23.1% | 16.6% | 6.8% | 5.6% | 16.3% | 15.5% |

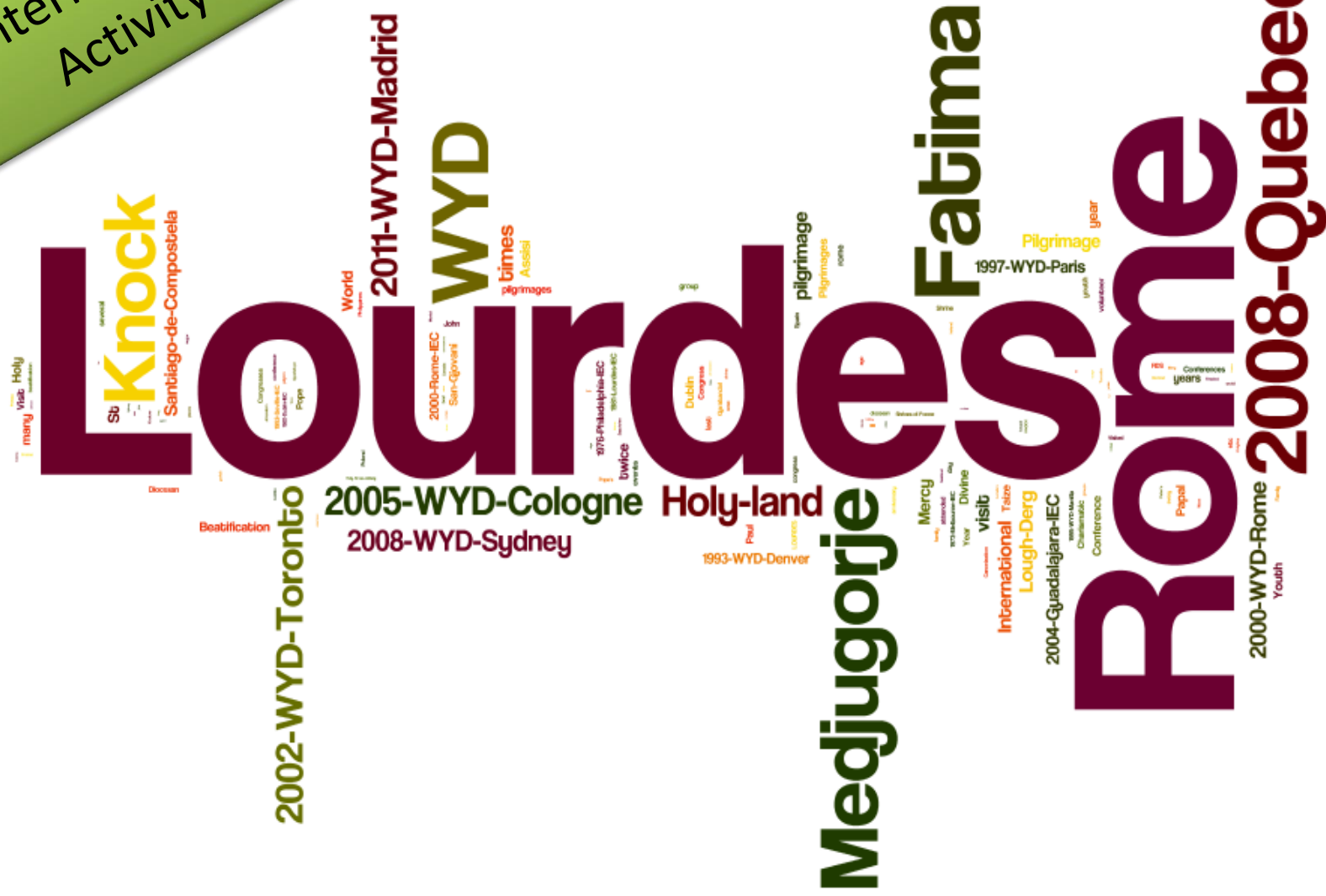
Booking

| | Canada | Ireland | Other Overseas | United Kingdom | United States | |
|----------------------------------|--------|---------|----------------|----------------|---------------|-------|
| Less than 3 months beforehand | 5 | 151 | 15 | 8 | 5 | 184 |
| | 5.3% | 21.2% | 14.7% | 9.6% | 8.3% | 17.5% |
| 3-6 months beforehand | 18 | 211 | 25 | 24 | 17 | 295 |
| | 18.9% | 29.7% | 24.5% | 28.9% | 28.3% | 28.1% |
| 6-12 months beforehand | 23 | 210 | 36 | 37 | 23 | 329 |
| | 24.2% | 29.5% | 35.3% | 44.6% | 38.3% | 31.3% |
| 1-2 years beforehand | 21 | 80 | 13 | 13 | 10 | 137 |
| | 22.1% | 11.3% | 12.7% | 15.7% | 16.7% | 13.0% |
| 3-4 years beforehand | 26 | 37 | 8 | 0 | 3 | 74 |
| | 27.4% | 5.2% | 7.8% | 0.0% | 5.0% | 7.0% |

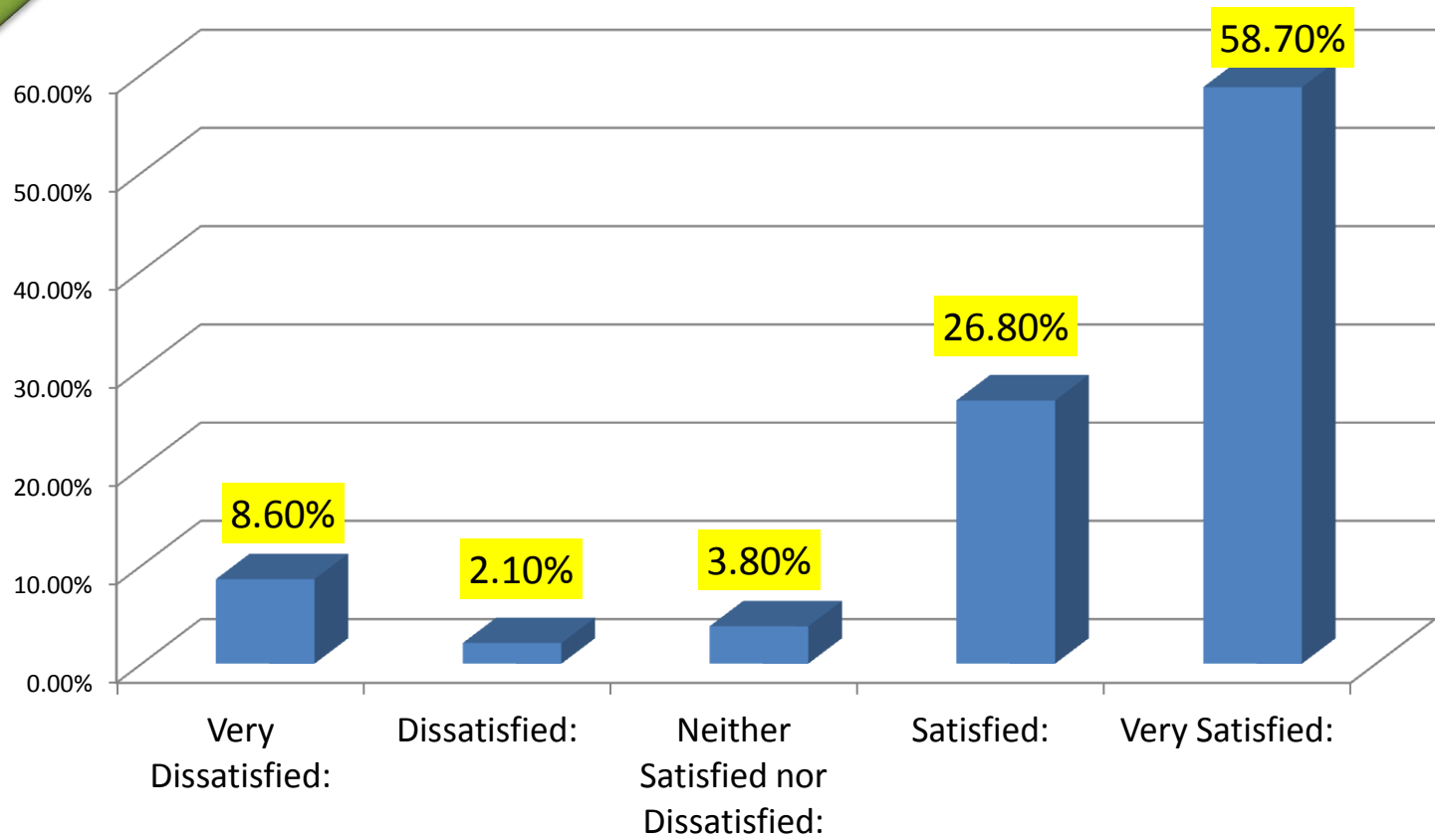




Previous
International
Activity



Satisfaction



Things they
'Liked IEC2012'

Conclusion on IEC2000 Visitors – A VERY sustainable tourist

- Very distinct segment
- Know what they want but realistic demands
=> realistic option
- €€€
- Biggest problems with IEC2012
 - Weather
 - Cost

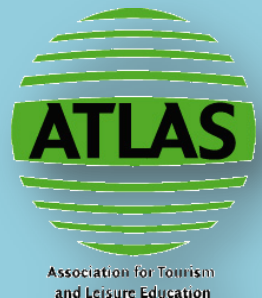


SUSTAINABLE RELIGIOUS TOURISM

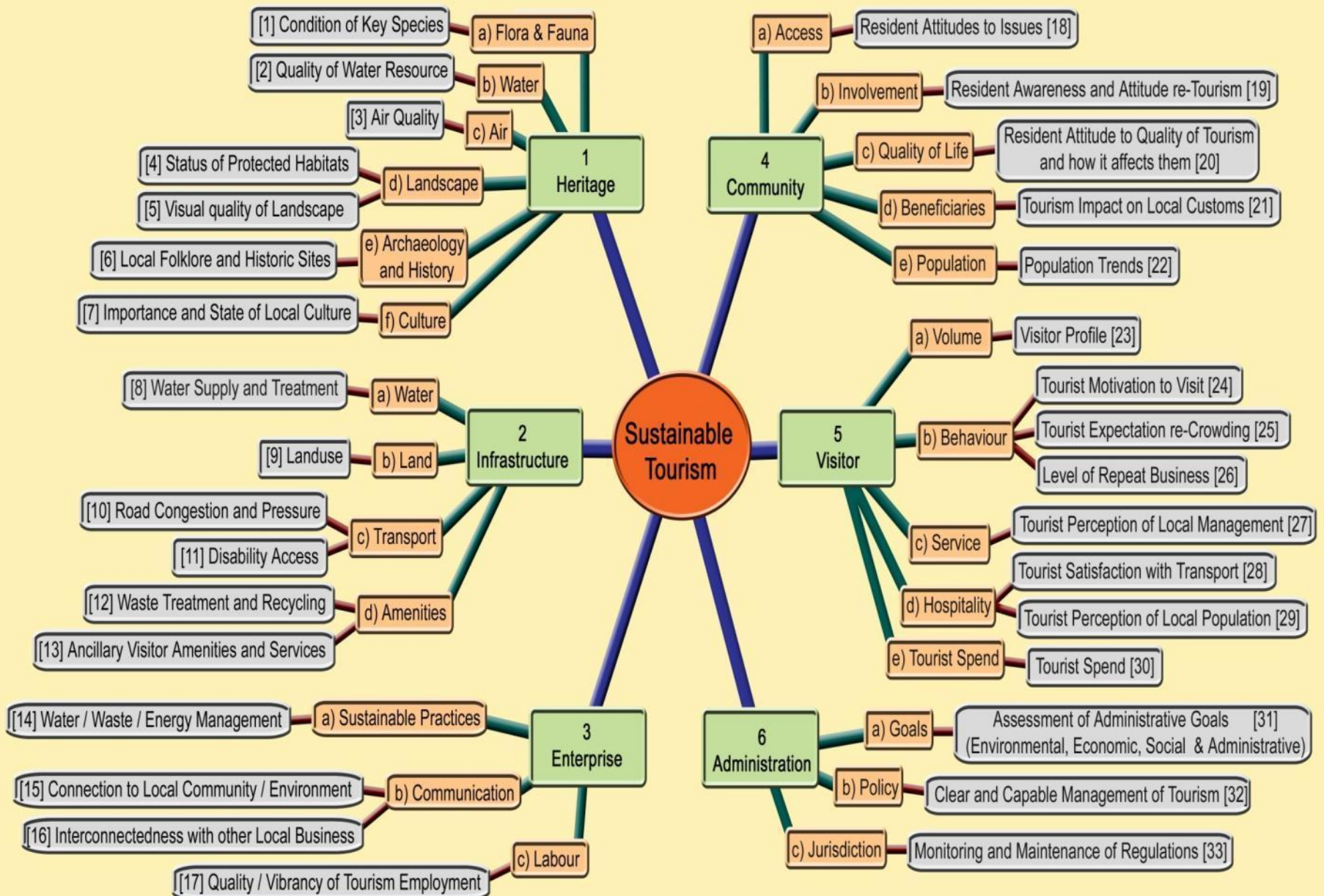
Commandments, Obstacles & Challenges

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Lecce-Tricase (Lecce), Italy

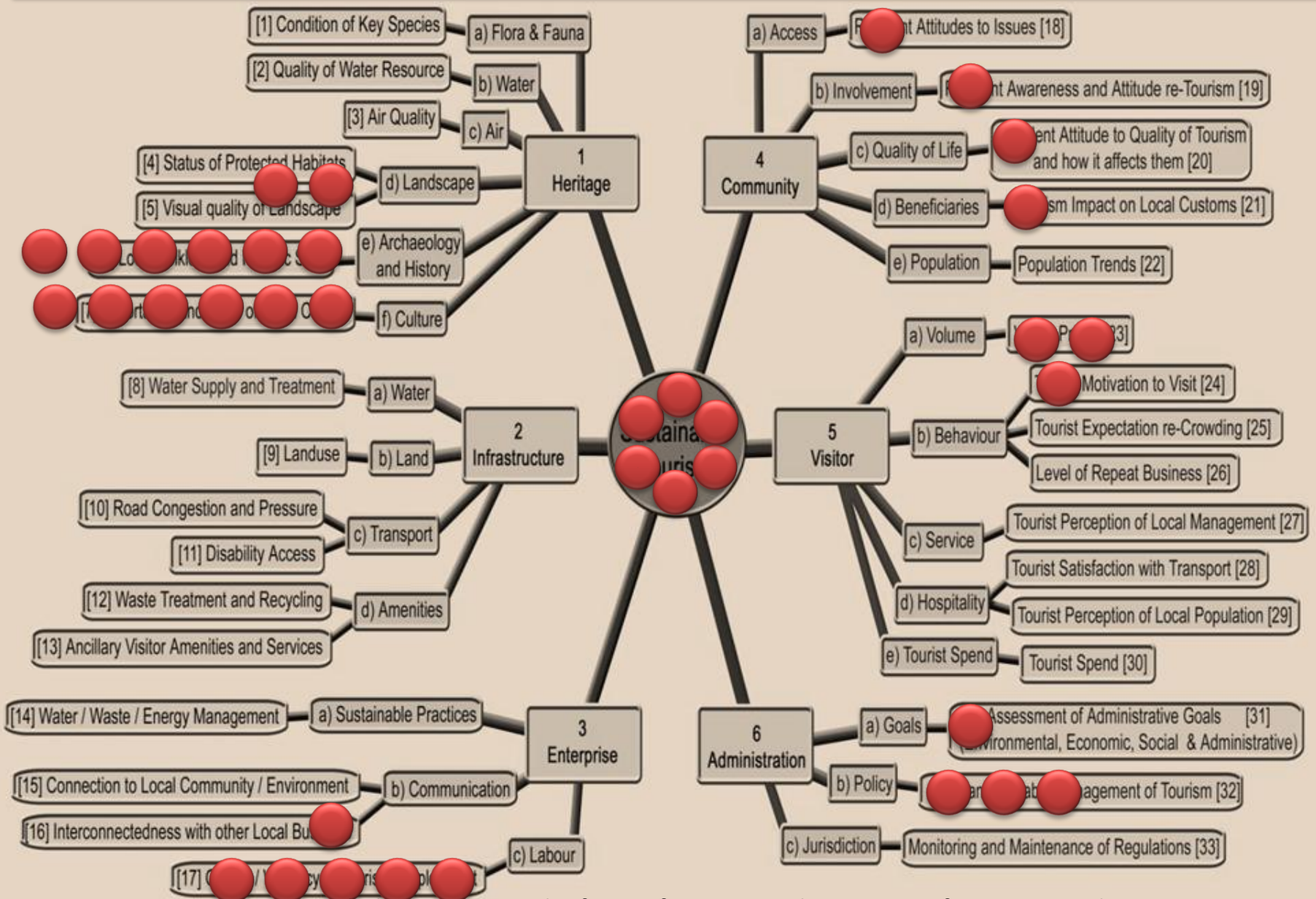
D) Conclusion - Are papers in Lecce 2012 considering a broad conceptualisation of Sustainability?



DIT-ACHIEV Model of Sustainable Tourism Management



How do Papers @ Lecce Fulfil the Challenge of a Broad Conceptualisation of Sustainability



Each dot represents the focus of a paper at the Lecce conference – v. subjective categorisation

Thank you for your Attention